# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 25, 1997

**RJR Account #315288**
Mr. B. Grismore
DOWLINGS, INC.

**SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649**

Dear Bud:

*WINSTON* regular product has been ordered (see quantities listed below), as well as 77 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| UPC Code | WINSTON Brand Style | Case Size | #/ Cases |
|---|---|---|---|
| 12300-11112 | *Light* | 12M | 2 |
| 12300-11906 | *Light Box* | 6M | 2 |
| 12300-11012 | *Full Flavor* | 12M | 1 |
| 12300-11212 | *Full Flavor Box* | 12M | 1 |

***Product PO #*** 925A ***; Displays PO #*** 925B

| | |
|---|---|
| Product / Premium Arrival: | **August 11, 1997** |
| Ship Date to Retail: | **Week of: August 25, 1997** |
| SKU CUBE: | **1.7150** |
| SKU WT (w/o Product): | **6.6200 lbs** |
| Retail Sales Offer per Sku: | **20 units** |
| Billing per Sku: | **4 Full Price Cartons** |
| EFT $ Amount: | **$3,545.85** |
| Non-EFT $ Amount: | **$N/A** |

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Source: https://www.industrydocuments.ucsf.edu/docs/mnmy0000

B2GFP
DOWLINGS, INC.

**Promotion Description**: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$140.00 (5 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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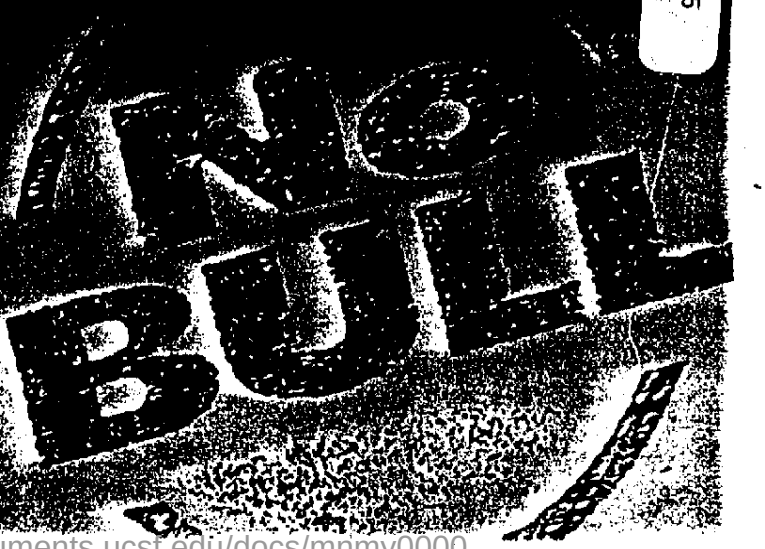
# Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2 lighters

FREE with 2-pack purchase

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Source: https://www.industrydocuments.ucsf.edu/docs/mnmy0000

WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162301 | 163827 | 113858 | B & D SUPER MARKET | MAIN ST | NORTH TROY | VT | 05859 | 1 | | | 2630 | (802)988-2545 |
| 162301 | 163829 | 475125 | CHAMPLAIN FARMS #1 | 16 ROOSEVELT HWY | COLCHESTER | VT | 05446 | 1 | | 1657-0000 | | (802)655-4703 |
| 162301 | 163829 | 502627 | CHAMPLAIN FARMS | 342 ROOSEVELT HWY | COLCHESTER | VT | 05446 | 1 | | | | (802)879-6388 |
| 162301 | 163829 | 594886 | MOBIL SHORT STOP 02 | ROUTE 7 | MILTON | VT | 05468 | 1 | | 2681-0000 | 3724 | (802)893-2573 |
| 162301 | 162323 | 702261 | SWANTON #111 | RT. #78 | SWANTON | VT | 05488 | 1 | | 2681-0000 | | (802)868-3527 |
| 162301 | 162323 | 711211 | DICK & PAM'S MARKET | ROUTE 105 | EAST BERKSHIRE | VT | 05447 | 1 | | | | (802)933-2153 |
| 162301 | 163829 | 712790 | K.L QUICK STOP | 375 MAIN ST | WINOOSKI | VT | 05404 | 1 | | | 2460 | (802)655-3344 |
| 162302 | 162320 | 114518 | DUTCHIES MKT | MAIN ST | WEST PAWLET | VT | 05775 | 1 | | | 3617 | (802)645-0069 |
| 162302 | 162325 | 632630 | MARTINS SOUTH | 510 SOUTH STREET | BENNINGTON | VT | 05201 | 1 | | | 4041 | (802)442-8957 |
| 163801 | 163827 | 623878 | OCTANE INC SHORTSTO | RTE. 5 | DERBY | VT | 05829 | 2 | | 2681-0000 | 2378 | (802)334-6835 |
| 163801 | 163827 | 679268 | CHAMPLAIN/FARMS | 125 RAILROAD ST | SAINT JOHNSBUR | VT | 05819 | 1 | | 1657-0000 | | (802)748-4000 |
| 163801 | 163827 | 723336 | FASTOP | 114 HANOVER ST | LEBANON | NH | 03766 | 2 | | 1657-0000 | | (603)448-6965 |
| 163803 | 163825 | 746262 | BRATTLEBORO MOBIL | PUTNEY ROAD | BRATTLEBORO | VT | 05301 | 1 | | | | (000)000-0802 |
| 163804 | 163828 | 425673 | BOVE MART, INC. | 213 N MAIN ST | RUTLAND | VT | 05701 | 1 | | | 3060 | (802)775-7901 |
| 163804 | 163828 | 437115 | CHAMPLAIN FARMS #7 | 16 MAIN ST | RANDOLPH | VT | 05060 | 1 | | 1657-0000 | | (802)728-6511 |
| 163804 | 163828 | 615934 | BRANDON GULF #5 | 3 GROVE ST | BRANDON | VT | 05733 | 1 | | 1657-0000 | | (802)247-6164 |
| 163804 | 163828 | 623941 | SHORT STOP #014 | N. MAIN ST. | RUTLAND | VT | 05701 | 1 | | 2681-0000 | 2450 | (802)773-1732 |
| 163804 | 162320 | 633296 | TOM'S AUTO MART | CASTLETON CORNERS | CASTLETN | VT | 05735 | 1 | | | 4110 | (802)468-2900 |
| 163804 | 163828 | 663162 | GROVE ST SHORT STOP | 129 GROVE ST | RUTLAND | VT | 05701 | 2 | | 2681-0000 | 3352 | (802)773-6919 |
| 163804 | 163828 | 670402 | OCTANE SHORT STOPIN | ROUTE 4 EAST | RUTLAND | VT | 05701 | 1 | | 2681-0000 | 4430 | (802)747-0294 |
| 163804 | 163825 | 691069 | CLAREMONT TEXACO | 114 PLEASANT ST | CLAREMONT | NH | 03743 | 1 | | | | (603)542-2278 |
| 163804 | 163825 | 737948 | CLAREMONT MOBIL | 237 MAIN ST | CLAREMONT | NH | 03743 | 1 | | | | (603)542-3080 |
| 163804 | 163828 | 754471 | UNION ST. GROCERY | 30 UNION ST | BRANDON | VT | 05733 | 1 | | | 3045 | (802)247-6019 |
| 163809 | 163829 | 113504 | THE SHOPPING BAG | 166 NORTH ST | BURLINGTON | VT | 05401 | 1 | | | | (802)658-4790 |
| 163809 | 163829 | 114052 | LUCKY SPOT VARIETY | RT 117 | RICHMOND | VT | 05477 | 1 | | | 2099 | (000)434-2332 |
| 163809 | 163829 | 114080 | ESSEX DISCOUNT BEV. | RT 15 PO BOX 506 | ESSEX CENTER | VT | 05451 | 5 | | | 2355 | (802)879-8951 |
| 163809 | 163829 | 114105 | BRADLEYS GENERAL | RT 15 | JOHNSON | VT | 05656 | 1 | | | | (802)635-2496 |
| 163809 | 163829 | 290017 | CHAMPLAIN FARMS | 219 MAIN ST | BURLINGTON | VT | 05401 | 1 | | | | (802)863-1998 |
| 163809 | 163829 | 324703 | RIVERSIDE BEVERAGE | 500 RIVERSIDE AVE | BURLINGTON | VT | 05401 | 1 | | | | (802)864-9638 |
| 163809 | 163829 | 328735 | KERRYS KWIK STOP | 249 SAINT PAUL ST | BURLINGTON | VT | 05401 | 1 | | | 2157 | (802)863-9279 |
| 163809 | 163828 | 448822 | ROLAND'S MINI MART | RTE. 302 | EAST BARRE | VT | 05649 | 1 | | 3419-0000 | 2638 | (802)476-5041 |
| 163809 | 163829 | 456241 | MOBIL SHORT STOP | 1555 NORTH AVE | BURLINGTON | VT | 05401 | 5 | | 2681-0000 | 2858 | (802)660-8680 |
| 163809 | 163829 | 500924 | TAFT COR. SHORT STO | JCT. 2 & 2A #0 | WILLISTON | VT | 05495 | 1 | | 2681-0000 | 2511 | (802)879-0223 |
| 163809 | 163829 | 512774 | MOBIL SHORT STOP 00 | 977 SHELBURNE RD | SOUTH BURLINGT | VT | 05403 | 1 | | 2681-0000 | 2448 | (802)864-9654 |
| 163809 | 163829 | 555572 | CROSSROADS DISC BEV | 52 N MAIN ST | WATERBURY | VT | 05676 | 1 | | | 2169 | (802)244-5062 |
| 163809 | 163829 | 576934 | MOBIL SHORT STOP | 1314 WILLISTON RD | SOUTH BURLINGT | VT | 05403 | 1 | | 2681-0000 | 2449 | (802)658-4635 |
| 163809 | 163829 | 587759 | ROTARY MART #8 | 103 SHELBURNE ST | BURLINGTON | VT | 05401 | 1 | | 1657-0000 | | (802)655-4703 |
| 163809 | 163828 | 590776 | FASTOP EXXON | 377 N MAIN ST | BARRE | VT | 05641 | 1 | | 1657-0000 | | (802)476-7695 |
| 163809 | 163829 | 595955 | CHAMPLAIN FARMS #10 | NO MAIN STREET | WATERBURY | VT | 05676 | 1 | | 1657-0000 | | (802)244-8351 |
| 163809 | 163829 | 649433 | CHAMPLAIN FARMS #13 | 56 PEARL ST. | ESSEX JUNCTION | VT | 05452 | 1 | | 1657-0000 | | (802)879-5232 |
| 163809 | 163828 | 659599 | BERLIN SHORT STOP | 324 BERLIN/MONTPE | BARRE | VT | 05641 | 1 | | 2681-0000 | 4284 | (802)479-2213 |
| 163809 | 163828 | 665502 | CHAMPLAIN FARMS | 25 COURT ST | MIDDLEBURY | VT | 05753 | 1 | | 1657-0000 | | (802)388-2122 |



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TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 163809 | 163829 | 665918 | INTERSTATE SHELL | 1055 WILLISTON RD | BURLINGTON | VT | 05403 | 1 | | | 3806 | (802)660-9405 |
| 163809 | 163829 | 670403 | FASTOP_EXXON | RT 100 | WATERBURY | VT | 05676 | 1 | | 1657-0000 | | (802)644-6426 |
| 163809 | 163828 | 694308 | SHORT STOP #143 | RT #116 & COMMERC | HINESBURG | VT | 05461 | 1 | | 2681-0000 | | (802)482-4556 |
| 163809 | 163829 | 711780 | U SAVE BEVERAGE CTR | 1302 WILLISTON RD | S BURL | VT | 05403 | 1 | | | | (802)862-2907 |
| 163809 | 163829 | 740858 | CHAMPLAIN FARMS | 315 SHELBURNE RD | BURLINGTON | VT | 05401 | 1 | | 1657-0000 | | (802)862-6070 |
| 163809 | 163828 | 760220 | BALLARD'S CTY STORE | SHELB FALLS RD | HINESBURG | VT | 05461 | 1 | | | 2217 | (802)482-2070 |
| 163809 | 163829 | 760698 | MOBIL SHORT STOP 00 | 1830 SHELBURNE RD | SOUTH BURLINGT | VT | 05403 | 1 | | 2681-0000 | 2539 | (802)658-2965 |
| 163809 | 163829 | 964662 | WASHBURN SERVICENTE | RR 2 BOX 156 | RICHMOND | VT | 05477 | 1 | | | 2231 | (802)434-3818 |
| 163809 | 163829 | 965513 | BOURNE'S SERV. CTR. | 760 SHELBURNE RD | SOUTH BURLINGT | VT | 05403 | 1 | | | 2300 | (802)658-6460 |
| 163809 | 163829 | 113507 | LAROW'S MARKET | 114 NORTH ST | BURLINGTON | VT | 05401 | 1 | | | | (802)864-0363 |
| 163809 | 163829 | 113549 | THE SPRING BEV | 1130 NORTH AVE | BURLINGTON | VT | 05401 | 4 | | | | (802)863-4792 |
| 163809 | 163829 | 113590 | MARVIN'S MARKET | 221 COLCHESTER RD | ESSEX JUNCTION | VT | 05452 | 1 | | 2794-0200 | | (802)878-5892 |
| 163809 | 163828 | 113912 | PARK FILLING STATIO | 3 WEST ST | BRISTOL | VT | 05443 | 1 | | | 2463 | (802)453-3000 |
| 163809 | 163828 | 113917 | BLAISE'S CTY STORE | ROUTE #116, SOUTH | HINESBURG | VT | 05461 | 1 | | | 90068 | (802)482-2324 |
| 163809 | 163829 | 114008 | 5 CORNERS BEVERAGE | 39 PARK ST | ESSEX JUNCTION | VT | 05452 | 2 | | | | (802)879-7101 |
| 163809 | 163829 | 114012 | CENTRAL BEV MART | 4 CENTRAL ST | ESSEX JUNCTION | VT | 05452 | 5 | | | 2218 | (802)879-6471 |

PAGE BREAK TOTAL ACCOUNTS 58 TOTAL QUANTITY 77

TEMPLATE TOTAL ACCOUNTS 58 TOTAL QUANTITY 77

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